

## The logo for "5 A Day The Color Way" features a large, stylized number "5" in red and white, followed by the words "A Day" in a playful, rounded font. Below this, the phrase "THE COLOR WAY" is written in white capital letters on a red banner. The background is decorated with colorful, abstract shapes in green, yellow, and blue, resembling stylized leaves or fruit.

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## Tips

- Plan back-to-school events that highlight fruits and vegetables.
- Ask produce suppliers to set up an educational display featuring a variety of fruits and vegetables.
- Work with teachers to link classroom instruction with activities that promote fruits and vegetables.
- Provide opportunities for students to taste test different fruits and vegetables before they are introduced on the serving line.
- Feature new salad plates.
- Feature a salad bar.
- Feature fruit and vegetable combo sides.

[www.health.gov/dietaryguidelines/dga2005/document/default.htm](http://www.health.gov/dietaryguidelines/dga2005/document/default.htm)

Each year during the month of September, Produce for Better Health Foundation, the Centers for Disease Control and other 5 A Day partners conduct a nationwide effort to promote eating a colorful variety of fruits and vegetables daily for better health.

Help your students increase the number of fruits and vegetables they eat by celebrating National 5 A Day Month. This year's theme is "Energize and Mobilize: Eat fruits, vegetables, and be active." Materials available include a press release and an environmental change checklist for schools.

The beginning of a new school year is the perfect time to feature fruits and vegetables on your menu and serving line and promote the *Eat Your Colors Every Day* message. For more information on *Eat*

Your Colors Every Day, see  
Volume 2 2005, *Understand  
and Use the Color Model*  
and Volume 3 2005, *Health  
Benefits of Eating your  
Colors* of this series and  
[www.5aday.org](http://www.5aday.org).

## 2005 Dietary Guidelines for Americans Recommendations

Celebrating National 5 A Day Month is a great way to jump start implementation of the 2005 Dietary Guidelines for Americans (DGAs.)

Key recommendations of the DGAs to encourage fruit and vegetable consumption are:

- Eat 2 cups of fruit and 2½ cups of vegetables every day\*. A serving is defined as ½ cup of fresh, canned, frozen or 100% juice, ¼ cup dried and 1 cup green leafy.

- Choose a colorful variety of fruits and vegetables each day.
- Choose fiber-rich fruits and vegetables often.

\*Based on a 2,000 calorie diet. The daily calorie needs of students can range between 1,200 and 3,200 calories depending on their age, gender, and activity level. This means that the recommended number of daily fruit and vegetable servings ranges from 2½ cups to 6½ cups.



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